

Message Text

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PAGE 01 BRUSSE 09733 01 OF 02 201328Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 PER-05 MMO-04 /030 W
-----061707 201340Z /43

R 191907Z MAY 78
FM AMEMBASSY BRUSSELS
TO SECSTATE WASHDC 6647
USDOC WASHDC
INFO AMEMBASSY THE HAGUE
AMEMBASSY PARIS
AMEMBASSY LUXEMBOURG

UNCLAS SECTION 01 OF 02 BRUSSELS 09733

E.O. 11652:N/A
TAGS: BEXP, BE
SUBJ: DRAFT COUNTRY COMMERCIAL PROGRAM FOR BELGIUM -
CCP 1979.

REF: A. BRUSSELS A-34; B. STATE 106631.

PARIS ALSO FOR USTS.

1. IN LIGHT OF THE IMMEDIATE LOSS OF ONE COMMERCIAL OFFICER
(HEIMANN/WHITE) POSITION AND OTHER FACTORS, EMBASSY PROPOSES
A NUMBER OF INITIAL MODIFICATIONS IN THE DRAFT FY 79 CCP
(REF A). WE WILL ATTEMPT TO FULFILL LAST QUARTER
REQUIREMENTS OF THE FY 78 CCP WITHOUT CHANGE.

2.-CAMPAIGN NO.1 (PACKAGING AND FOOD PROCESSING) --
ADD FOLLOWING SENTENCE TO ACTION 1:"ESTABLISH BIO AT
TRANSTO (HANDLING, HOISTING AND STORAGE) WHICH WILL TAKE
PLACE SIMULTANEOUSLY WITH PROPACK.

-CAMPAIGN NO.2 (METALWORKING) -- NO CHANGE.

-CAMPAIGN NO.3 (WOODWORKING) -- DELETE ACTION 4
(MR. KILLPACK WILL UNDERTAKE INSTEAD A MARKET STUDY ON
MUNICIPAL EQUIPMENT).

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BRUSSE 09733 01 OF 02 201328Z

-CAMPAIGN NO.4 (CONSUMER GOODS) -- MERGE THIS CAMPAIGN
WITH CAMPAIGN NO. 5 (FRANCHISING). ACTION 5 SHOULD EITHER
BE DELETED OR MODIFIED IN SUCH A WAY AS TO INDICATE THAT
EMBASSY LUXEMBOURG WILL HAVE TO ASSUME FULL RESPONSIBILITY
FOR CONSUMER GOODS PROMOTION AT LUXEMBOURG CHAMBER OF
COMMERCE IN APRIL 1979. DELETE ACTION 6.

-CAMPAIGN NO. 5 (FRANCHISING) -- SEE ABOVE. DELETE

ACTION 2. AMEND ACTION 4 TO READ: "PROVIDE SUPPORT FOR US PARTICIPANTS IN VISUMAT/FRANCHISING BOURSE IN BRUSSELS, SEPT. 23-26, 1979, BY MAKING AND DISTRIBUTING PRESS RELEASE ON COMPANIES' PARTICIPATION AND BY BLUE RIBBON CALLS ON LIKELY PROSPECTS."

-CAMPAIGN NO. 6 (CHEMICAL AND PETROCHEMICAL PRODUCTION EQUIPMENT) -- UNDER ACTION 1 THE CATALOG SHOW IS NOW SCHEDULED FOR OCT. 10 (KREDIETBANK IN ANTWERP) AND OCT. 12 (FECHEMIE HEADQUARTERS IN BRUSSELS).

-CAMPAIGN NO. 7 (POLLUTION CONTROL EQUIPMENT) -- DELETE ROBIN WHITE AND ASSIGN JAMES HALL AS CAMPAIGN MANAGER.

-ACTIVITY NO. 1 (ELECTRONIC COMPONENTS AND EIPT) -- DELETE.

- ACTIVITY NO. 2 (STATE OFFICES) -- ACTION 4 SHOULD EITHER BE DELETED OR MODIFIED TO SHOW THAT EMBASSY LUXEMBOURG WILL HAVE FULL RESPONSIBILITY IN ORGANIZING AND RUNNING A CONTACT DAY IN LUXEMBOURG IN NOVEMBER 1978.

-ACTIVITY NO. 3 (AVIATION AND AVIONICS) -- ECONOMIC OFFICER WILLIAM WEINGARTEN WILL ASSUME FULL RESPONSIBILITY FOR THIS ACTIVITY (SUBJECT ONLY TO SUPERVISION BY THE COMMERCIAL ATTACHE).

-ACTIVITY NO. 4 (INVESTMENT PROTECTION AND FACILITATION) -- NO CHANGE.

-ACTIVITY NO. 5 (LABORATORY INSTRUMENTS) -- DELETE

-ACTIVITY NO. 6 (PORT AND HARBOR EQUIPMENT) -- CHANGE THE DATE UNDER ACTION 1 TO LATE DECEMBER.
UNCLASSIFIED

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PAGE 03 BRUSSE 09733 01 OF 02 201328Z

-ACTIVITY NO. 7 (INCREASED TRAVEL TO THE UNITED STATES) -- DELETE. VISIT USA ACTIVITIES REQUIRE AN IMPORTANT AMOUNT OF OFFICER TIME. IF THE BASIC CAMPAIGNS ARE TO BE MAINTAINED, SOME TIME MUST BE FREED UP ELSEWHERE AND THIS ACTIVITY SHOULD THEREFORE BE DROPPED. IN ANY EVENT DEMANDS ON LOCAL STAFF TIME WILL CONTINUE BECAUSE OF HEIGHTENED INTEREST IN TRAVEL TO THE USA. WE SUGGEST THAT USTS PARIS BECOME THE POINT OF CONTACT FOR THE VISIT USA COMMITTEE.

-ACTIVITY NO. 8 (SUPPORT FOR FOREIGN BUYER PROGRAM) -- EMBASSY WILL SUPPORT ONLY FOREIGN BUYER PROGRAMS WHICH ARE DIRECTLY RELATED TO CURRENT CAMPAIGNS. ASSIGN PRIMARY RESPONSIBILITY TO PATRICK KILLPACK VICE JAMES HALL.

-ACTIVITY NO. 9 (MARKET RESEARCH) -- EMBASSY AND CONSULATE GENERAL ANTWERP WILL UNDERTAKE FOLLOWING STUDIES: MUNICIPAL EQUIPMENT; CHEMICALS MARKET; AGRICULTURAL EQUIPMENT; AUTOMOTIVE AND GARAGE EQUIPMENT; SHOE MARKET; PULP AND PAPER EQUIPMENT; AND CONSUMER GOODS. FOLLOWING UPDATES OF EXISTING STUDIES WILL HAVE TO BE DEFERRED: INDUSTRIAL ELECTRICAL EQUIPMENT; LABORATORY INSTRUMENTS; PORT AND HARBOR EQUIPMENT; HEATING, VENTILATION AND AIR CONDITIONING EQUIPMENT; AND WOODWORKING EQUIPMENT. WE EXPECT THAT IN

ADDITION CONTRACTED STUDIES WILL GO AHEAD AS PLANNED WITH
EMBASSY'S ROLE BEING THAT OF SUPERVISION AND SUPPORT.
3. COMMENT: EMBASSY BELIEVES THAT THE ABOVE CHANGES ARE
THE MINIMUM POSSIBLE AND AFFECT AS LITTLE AS IS POSSIBLE
UNDER THE CIRCUMSTANCES THE ESSENTIALS OF THE 79 CCP.
FURTHER MODIFICATIONS MAY BE REQUIRED AS WE APPROACH FY 79.
WITH THE DROPPING OF THE HEIMANN/WHITE POSITION, WE WILL
LOSE AN IMPORTANT ELEMENT OF MOMENTUM AND DIRECTION

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PAGE 01 BRUSSE 09733 02 OF 02 201321Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 PER-05 MMO-04 /030 W
-----061689 201339Z /43

R 191907Z MAY 78
FM AMEMBASSY BRUSSELS
TO SECSTATE WASHDC 6648
USDOC WASHDC
INFO AMEMBASSY THE HAGUE
AMEMBASSY PARIS
AMEMBASSY LUXEMBOURG

UNCLAS SECTION 02 OF 02 BRUSSELS 09733

NEEDED FOR SUCCESSFUL IMPLEMENTATION OF AN ACTIVE PROGRAM.
UNFORTUNATELY THE REMAINING COMMERCIAL OFFICERS WILL BE
COMPELLED TO DEVOTE A LARGE PROPORTION OF THEIR TIME AND
EFFORT TO REACTIVE/RESPONSIVE SERVICES. HENCE THE CCP
BECOMES A LESS SIGNIFICANT VEHICLE FOR PROVIDING IMPETUS
TO OUR COMMERCIAL OPERATIONS AND SHOULD BE VIEWED IN THIS
LIGHT. CHAMBERS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BRUSSE09733
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780213-0090
Format: TEL
From: BRUSSELS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780542/aaaabisn.tel
Line Count: 157
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: cc508c9a-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 BRUSSELS A-34, 78 STATE 106631
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2642891
Secure: OPEN
Status: NATIVE
Subject: DRAFT COUNTRY COMMERCIAL PROGRAM FOR BELGIUM - CCP 1979.
TAGS: BEXP, BE
To: STATE COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/cc508c9a-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014